

1954

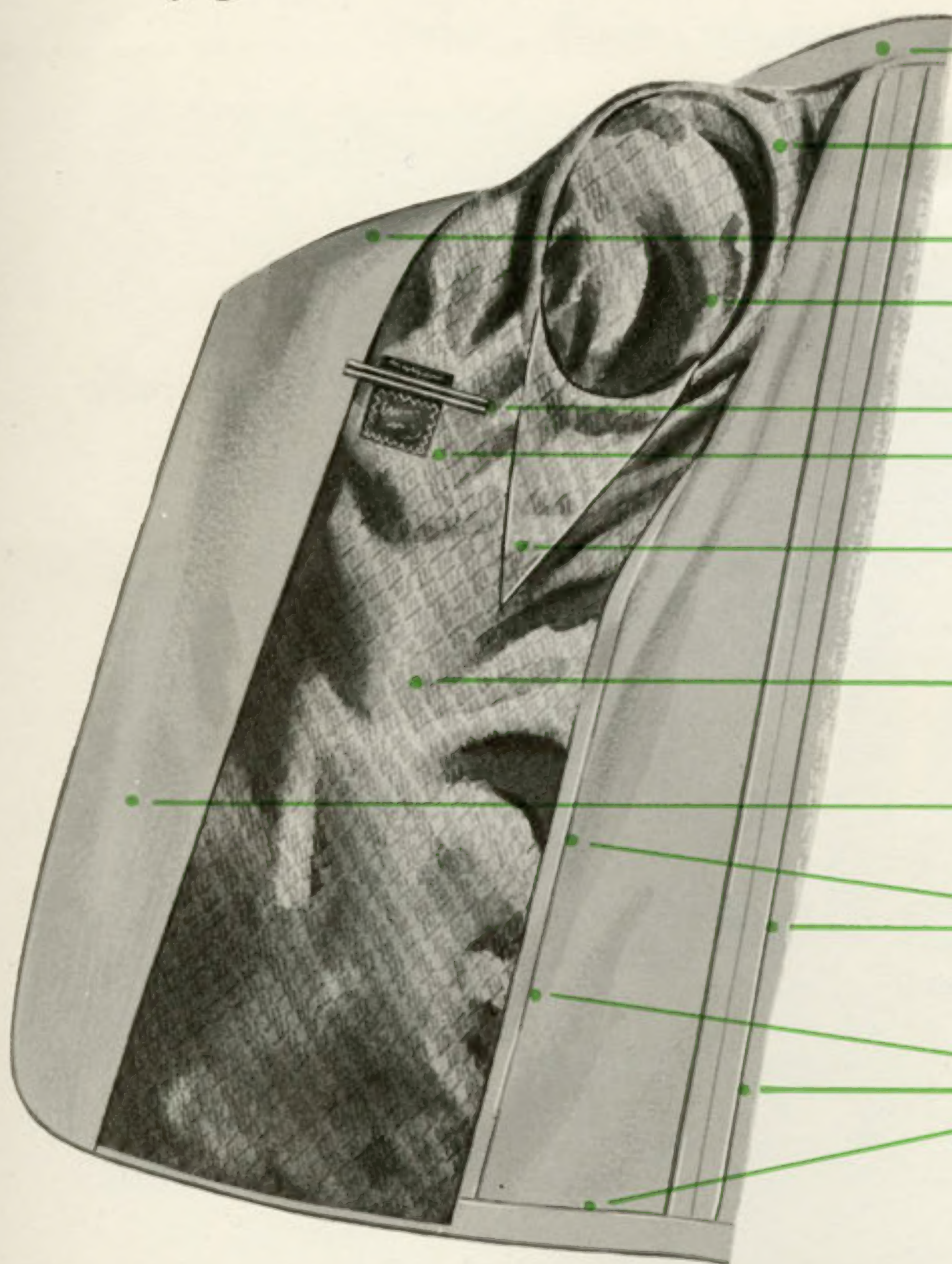
FIT AND QUALITY

FASHIONS

TAILORED FOR YOU



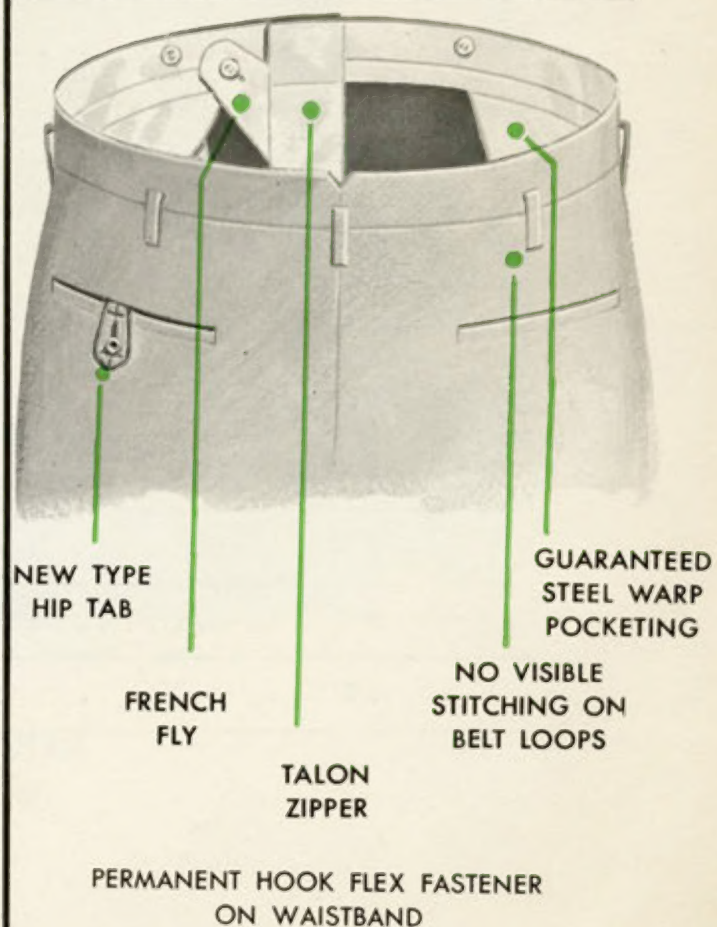
**Study these outstanding features of our Gold Label Construction.
They point to a wise investment . . .**



- HAND SET-ON COLLAR
- CONTOUR SHOULDER
- 1/4 INCH ROWS LAPEL PADDING
- T SQUARE ARMHOLES
- DOUBLE PIPED POCKET
- GOLD LABEL CROSS-STITCHING
- NEW TYPE LINING ARMSHIELD
- SKINNER'S JACQUARD OR STRIPED LINING
- FINEST HYMO FRONT
- LARGEST OUTLETS IN THE TAILORING INDUSTRY
- TURNED SEAMS

It's the quality inside the garment that tells the story!

Those wise buyers who recognize value usually look beyond the surface of a suit or coat to discover true quality. These individuals have found that the most essential requisites of a fine garment are most noticeable on the inside. They weigh each feature of construction carefully. Check the inside features illustrated here . . . each one painstakingly made in our own shops by our own master needlemen, Yes, it's the quality inside the garment that tells the story, and our story is one of complete satisfaction for you.



NEW TYPE
HIP TAB

FRENCH
FLY

TALON
ZIPPER

PERMANENT HOOK FLEX FASTENER
ON WAISTBAND

NO VISIBLE
STITCHING ON
BELT LOOPS

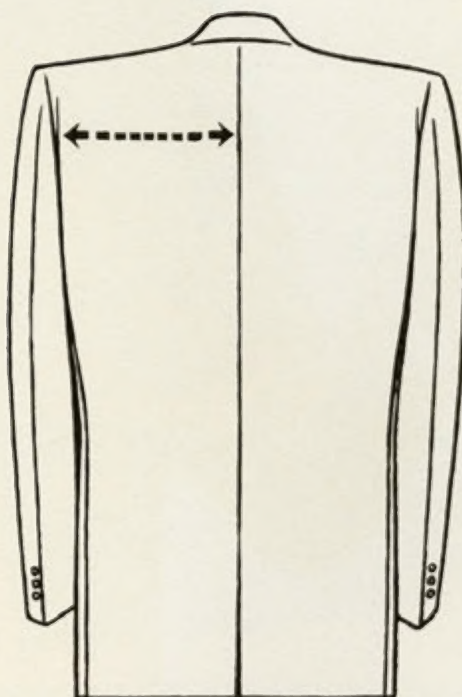
GUARANTEED
STEEL WARP
POCKETING

**QUALITY CONSTRUCTION INSIDE MEANS LONGER WEAR—
GUARANTEED MOTHPROOFING INSURES LASTING SATISFACTION**



The New American Silhouette

For the man who wants to be first in his group wearing a new style. Imparting a tall, trim appearance to the wearer, it incorporates many of the fine points of all style groups and adds such distinctive touches as the cash pocket... the high gorge narrow lapel and the natural shoulders.



Suggested Coat Lengths

<i>Height</i>	5'2"	28"
	5'4"	28½"
	5'6"	29½"
	5'8"	30½"
	5'10"	31½"
	6'	32½"
	6'2"	33½"

Suggested Back Widths

<i>Breast Measure</i>	34	7⅞"
	36	8⅞"
	38	8¾"
	40	8⅝"
	42	9"
	44	9¼"
	46	9½"

The New American Silhouette



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Model 410

THE NEW AMERICAN SILHOUETTE MODEL

Two Button, High Gorge, Straight, Narrow Lapel.

Lower and Cash Flap Pockets.

Made with Outside Cash Flap Pocket

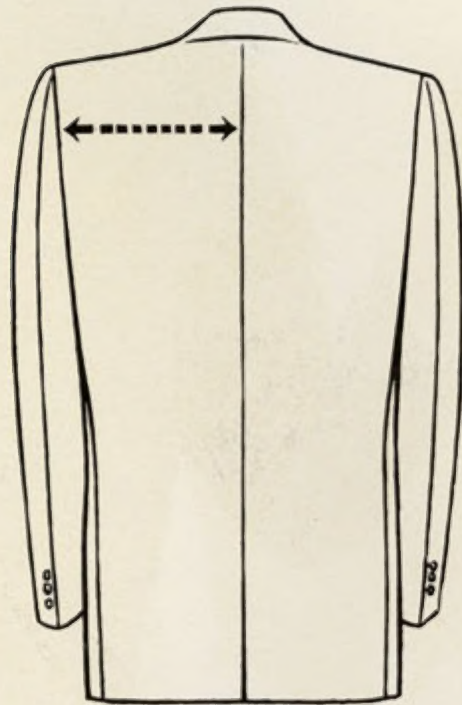
Unless Otherwise Specified.

2 - 4450
 7 - 62
 8 - 65
 8 - 67



Westport For Young Men

This group offers a variety and a freedom of action that recommends it for most men. Its middle-of-the-road styling, blending features of the conservative and the style leaders, allows the coat to give a flattering slimming effect to the wearer. Distinctive in line and cut, the coat features a mild snugness through the chest with a suggestion of taper at the waist. Pockets and the opening button are set to accentuate the trim line at the waist.



Suggested Coat Lengths

<i>Height</i>	5'2"	27"
	5'4"	27½"
	5'6"	29"
	5'8"	30"
	5'10"	31"
	6'	32"
	6'2"	32½"

Suggested Back Widths

<i>Breast Measure</i>	34	7⅞"
	36	8⅛"
	38	8⅜"
	40	8⅝"
	42	9"
	44	9¼"
	46	9½"

Westport For Young Men



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Model 400

YOUNG MEN'S THREE-BUTTON NOTCH LAPEL SACK

• Lower Flap Pockets • Natural Shoulder • Medium Waist Suppression

Westport For Young Men



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Model 401

YOUNG MEN'S TWO-BUTTON NOTCH LAPEL SACK

• Lower Flap Pockets • Natural Shoulder • Medium Waist Suppression

Westport For Young Men



Copyright, Graphic Fashions.

Model 402

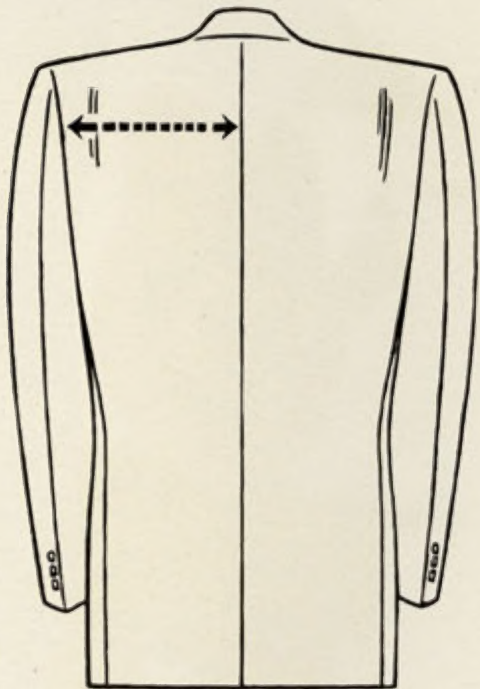
YOUNG MEN'S THREE-BUTTON DOUBLE-BREASTED SACK

- Lower Flap Pockets • Natural Shoulder • Medium Waist Suppression
- Two Buttons to Button



Cranston Casual Drape

These models are cut with a little larger chest and blade than the Coronado Group. The height of the waist line is in a natural position and more fitted than the Coronado group. Low set buttons and pockets with slender lapels; there is a lot of comfort and styling in this group, but should not be ordered by men who prefer snug fitting clothes throughout.



Suggested Coat Lengths

<i>Height</i>	5'2"	28"
	5'4"	28½"
	5'6"	29½"
	5'8"	30½"
	5'10"	31½"
	6'	32½"
	6'2"	33½"

Suggested Back Widths

<i>Breast Measure</i>	34	8⅞"
	36	8¾"
	38	8¾"
	40	9"
	42	9¼"
	44	9½"
	46	9¾"

Cranston Casual Drape



Model 414
THREE-BUTTON D-B DRAPE



Model 418
TWO-BUTTON NOTCH DRAPE



Model 416

THREE-BUTTON SINGLE-BREASTED DRAPE SACK

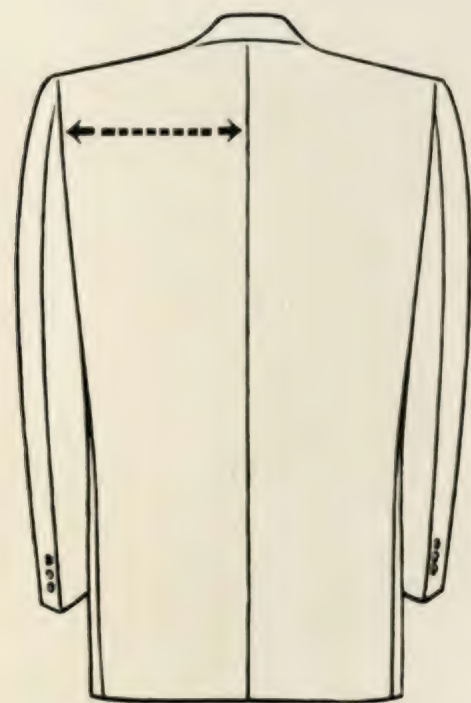
- Lower Piped Pockets • Broad Square Shoulders • Full Chest • Fitted Waist



Coronado Lounge Drape

These models have a larger chest and blade than the Westport or Young Mens, but are not extreme. These styles are designed for men and young men who desire an easy fitting garment.

The waist has fairly straight sideseams in back, pockets are low set and with slender lapels. Not to be ordered by customer who prefers snug fit.



Suggested Coat Lengths

<i>Height</i>	5'2"	28"
	5'4"	28½"
	5'6"	29½"
	5'8"	30½"
	5'10"	31½"
	6'	32½"
	6'2"	33½"

Suggested Back Widths

<i>Breast Measure</i>	34	8"
	36	8¼"
	38	8½"
	40	8¾"
	42	9⅛"
	44	9⅜"
	46	9⅝"

Coronado Lounge

NOTE: This new LOUNGE MODEL features a full chest and a straight, loose-fitting waistline and back. It is a very easy fitting coat with Slight waist suppression.



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Model 423

THREE-BUTTON NOTCH LAPEL LOUNGE SACK

- Lower Piped Pockets • Full Chest • Easy Waist
- Low Button Position

Coronado Lounge

NOTE: This new LOUNGE MODEL features a full chest and a straight, loose-fitting waistline and back. It is a very easy fitting coat with Slight waist suppression.



Model 419
ONE-BUTTON
PEAK LAPEL SACK



Model 420
ONE-BUTTON NOTCH LAPEL LOUNGE SACK
• Lower Piped Pockets • Full Chest • Easy Waist
• Low Button Position

Coronado Lounge

NOTE: This new LOUNGE MODEL features a full chest and a straight, loose-fitting waistline and back. It is a very easy fitting coat with Slight waist suppression.



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Model 424

TWO-BUTTON NOTCH LAPEL LOUNGE SACK

- Lower Piped Pockets • Full Chest • Easy Waist
- Low Button Position

Coronado Lounge

NOTE: These new LOUNGE MODELS feature a full chest and a straight, loose-fitting waistline and back. It is a very easy fitting coat with Slight waist suppression.



Copyright, Graphic Arts

Model 422

TWO-BUTTON DOUBLE-BREASTED LOUNGE SACK

- Lower Piped Pockets • Full Chest • Easy Waist
- Low Button Position • One Button to Button

Model 421

THREE-BUTTON DOUBLE-BREASTED LOUNGE SACK

- Lower Piped Pockets • Full Chest • Easy Waist
- Low Button Position • Two Buttons to Button

Coronado Sportswear



Model 96
Sport Back
with Six Tucks
above Half Belt
CENTER VENT
Extra Charge \$2.25



Model 89
Sport Back
"Free Swing" Back
CENTER VENT
Extra Charge \$3.00



Model 94
Sport Back
with Side Vents



Model 92
Sport Back
"Free Swing" Back with pleat
to belt on side NO VENT
Extra Charge \$3.00



Model 90
Pleated Back
Extra Charge \$1.50

FANCY BACKS



Model 464

THREE-BUTTON LEISURE COAT

Lower Patch Pockets • False Breast Flaps

Shirt Collar Style

Styled as Easy Fitting Coronado Model. If Snugger Fitting
Coat Wanted, Specify under Coat Remarks "Westport Body"

NOTE: ALL COATS WILL BE MADE WITH PLAIN BACK UNLESS OTHERWISE SPECIFIED.

Coronado Sportswear



Model 462

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Model 449

TWO-BUTTON SPORT COAT

- Three Patch Pockets • Notch Lapels
- Square Shoulder • Easy Waist

Styled as Easy Fitting Coronado Model. If Snugger Fitting Coat Wanted, Specify under Coat Remarks "Westport Body".

IF THREE-BUTTON SPORT COAT MODEL WANTED ORDER MODEL 462

Hollywood Custom Wedge Lounge Models

These models are very extreme and should be sold only to men who can wear this type of coat. It has a large chest and small hips, wide high shoulders, very loose straight line fitting at the waist and snug at hips. Very popular with the style leader group of young men.



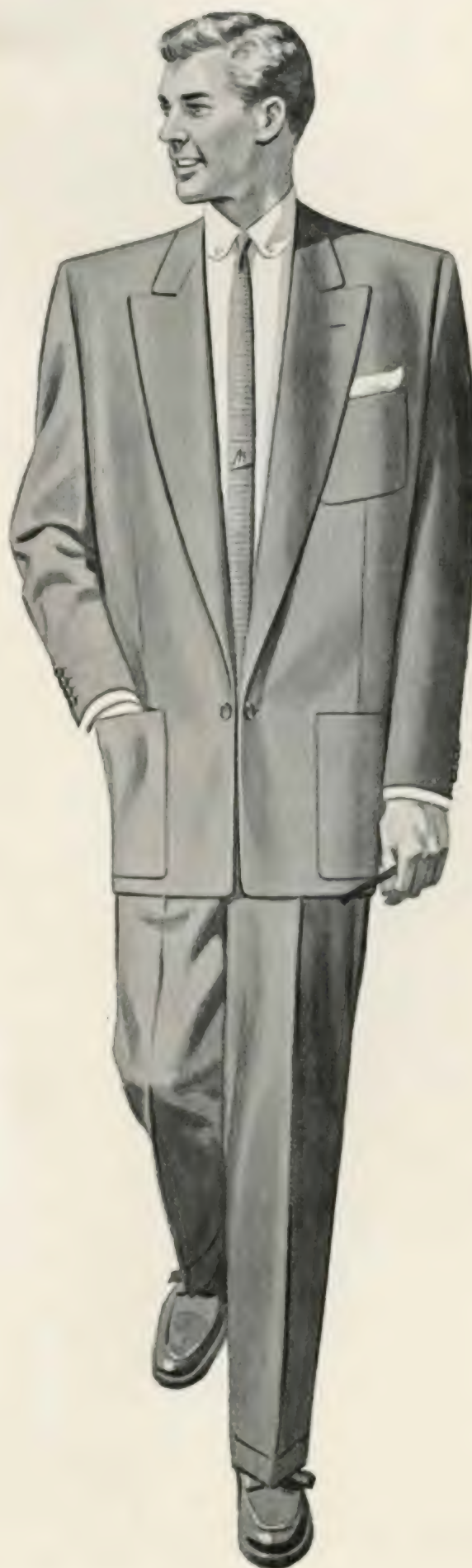
Model H-472

**ONE-BUTTON SINGLE-BREASTED
EXTREME LOUNGE SACK**

- Notch Lapels • Full Shoulders
- Three Patch Pockets



Back for both models
on this page
No Seam



Model H-471

SINGLE-BREASTED LINK BUTTON MODEL

- Full Shoulders • Three Patch Pockets

EXTRA CHARGE FOR HAND STITCHING ON EDGES AND POCKETS \$2.50

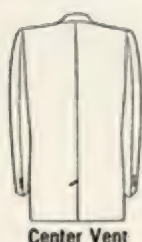
Easterner University



IVY LEAGUE MODEL

The latest popular trend in an extreme college coat. The lapel is straight, narrow with a high gorge and small notch. The shoulders are extremely narrow and the waistline is straight. Darts in body front are omitted.

Copyright, Graphic Fashions.



Center Vent

Model 437

THREE-BUTTON NOTCH LAPEL IVY LEAGUE MODEL

- Lower Flap Pockets • Narrow Shoulder • Easy Waist • No Body Darts

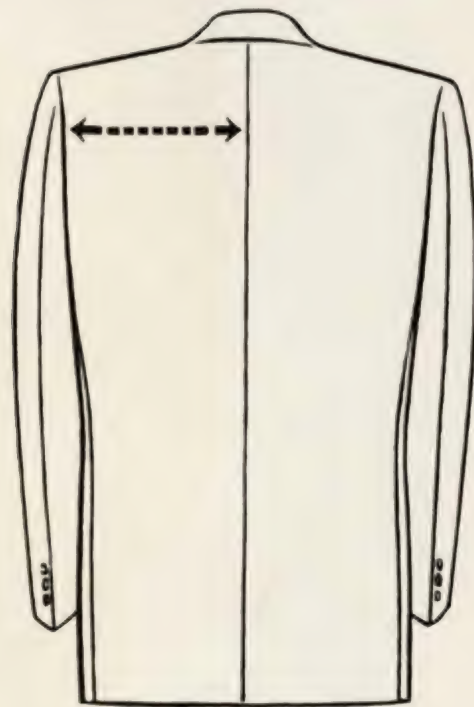
This Model Carries Single Vent unless Ordered Otherwise

NOTE: LAPEL ROLLS BELOW TOP BUTTON



Norwich For The Executive

These models have the same fitted lines as the Westport Group, easy fitting through the chest and waist, natural shoulder, no drape, designed for middle aged and executive type men.



Suggested Coat Lengths

<i>Height</i>	5'2"	27"
	5'4"	27½"
	5'6"	29"
	5'8"	30"
	5'10"	31"
	6'	32"
	6'2"	32½"

Suggested Back Widths

<i>Breast Measure</i>	34	7⅞"
	36	8⅞"
	38	8¾"
	40	8⅝"
	42	9"
	44	9¼"
	46	9½"

Norwich For The Executive



Model 430
THREE-BUTTON DOUBLE-BREASTED
CONSERVATIVE SACK
 Two buttons to button
 If Wanted Three-Button Double-Breasted
 (3 to Button) Order 450



Model 433
THREE-BUTTON NOTCH LAPEL
CONSERVATIVE SACK



Model 435
TWO-BUTTON PEAK LAPEL
CONSERVATIVE SACK



Model 434
TWO-BUTTON NOTCH LAPEL CONSERVATIVE MODEL
 • Lower Flap Pockets • Natural Shoulder • Easy Waist

NOTE : Young Men's Stout Models designed on Drape lines only for the portly man who demands easy fitting fullness and high style.



Model 426

THREE-BUTTON DOUBLE-BREASTED
DRAPE PORTLY SACK
Two Buttons to Button
Lower Piped Pockets



Model 428

TWO-BUTTON SINGLE-BREASTED
NOTCH LAPEL DRAPE PORTLY SACK
Lower Piped Pockets



Model 427

THREE-BUTTON SINGLE-BREASTED
NOTCH LAPEL DRAPE PORTLY SACK
Lower Piped Pockets

PEMBROOK
drape portly

NOTE: These Drape Portly Models have Broad Square Shoulders, Full Chest, and Easy Waist.

Suggested Coat Lengths

Height	5'2"	27"
	5'4"	27½"
	5'6"	29"
	5'8"	30"
	5'10"	31"
	6'	32"
	6'2"	32½"

Suggested Back Widths

Breast Measure	34	7⅞"
	36	8⅞"
	38	8¾"
	40	8⅝"
	42	9"
	44	9¼"
	46	9½"



Back for All Models
on Pages 21 & 22
No Vent

Bradford Portly



Model 442
TWO-BUTTON NOTCH LAPEL YOUNG MEN'S PORTLY MODEL
 • Lower Flap Pockets • Natural Shoulder • Easy Waist



Model 443
THREE-BUTTON DOUBLE BREASTED YOUNG MEN'S PORTLY MODEL
 Two buttons to button



Model 441
THREE-BUTTON NOTCH LAPEL YOUNG MEN'S PORTLY MODEL

Suggested Coat Lengths

Height	5'2"	...	27"
	5'4"	...	27½"
	5'6"	...	29"
	5'8"	...	30"
	5'10"	...	31"
	6'	...	32"
	6'2"	...	32½"

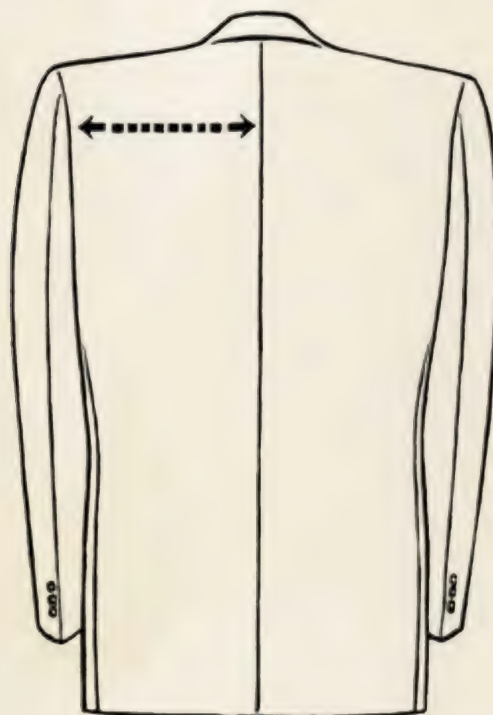
Suggested Back Widths

Breast Measure	34	...	7⅞"
	36	...	8⅞"
	38	...	8¾"
	40	...	8⅝"
	42	...	9"
	44	...	9¼"
	46	...	9½"



Hendon Stout

These models are designed for stout men whose trouser waist is about the same as their chest. They are easy in the chest and blades, with regular pocket and button position. Shoulders are natural. The complete garment is designed with the comfort motive.



Suggested Coat Lengths

<i>Height</i>	5'2"	27"
	5'4"	27½"
	5'6"	29"
	5'8"	30"
	5'10"	31"
	6'	32"
	6'2"	32½"

Suggested Back Widths

<i>Breast Measure</i>	34	7⅞"
	36	8⅞"
	38	8¾"
	40	8⅝"
	42	9"
	44	9¼"
	46	9½"

Hendon Stout



Model 447

**THREE-BUTTON DOUBLE-BREASTED
CONSERVATIVE STOUT MODEL**

Two buttons to button



Model 445

**TWO-BUTTON NOTCH LAPEL
CONSERVATIVE STOUT MODEL**



Model 446

THREE-BUTTON NOTCH LAPEL CONSERVATIVE STOUT MODEL

• Lower Flap Pockets • Natural Shoulder • Easy Waist

New Raglan Styles



Model 498

THREE-BUTTON SINGLE-BREASTED RAGLAN TOPCOAT

ROLL COLLAR

Split Sleeves with Tabs

Slash Pockets



Center Vent



Model 485

THREE-BUTTON SINGLE-BREASTED RAGLAN TOPCOAT

Split Sleeves with Tabs

Slash Pockets

Latest Overcoat and Topcoat Styles



**THE SPLIT WING SLEEVE
BACK MODEL "WING"**

Available with Front Models No. 485, 498, 484, 487 & 488. In Ordering a Split Wing Sleeve Coat Specify Back Model "Wing" with the Front Model you Prefer.



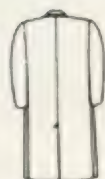
Center Vent

Model 484

THREE-BUTTON NOTCH LAPEL BOX COAT

- Split Sleeve with Cuff
- Patch Pockets with Flaps

If Wanted with Slash Pockets
Order Model 482



Center Vent

Model 488

**THREE-BUTTON COAT
ROLL COLLAR**

Slash Pockets Split Sleeves with Tabs

High Styled Box Coat
(Very Loose Fitting)



Center Vent

Model 480

FLY FRONT BOX COAT

Slash Pockets
Set-In Sleeve

Ever Popular Topcoat and Overcoat Styles



Center Vent



Center Vent



Center Vent

Model 495
THREE-BUTTON DOUBLE-BREASTED
ULSTER MODEL
Convertible Collar Sleeve With Cuff
Patch Pockets With Flaps

Model 493
THREE-BUTTON DOUBLE-BREASTED
LOUNGE COAT
Two Buttons to Button
Lower Flap Pockets

Model 490
NEW THREE-BUTTON DOUBLE-BREASTED POLO COAT
• Split Sleeves with Cuffs • Patch Pockets with Flaps
• Two Buttons only to Button



Model 460
Shawl Collar Tuxedo
Piped Pockets Self-Facing



Model 465
Shawl Collar Tuxedo
Piped Pockets Satin Facing



Model 451
Clerical Sack



Model V-6
Cassock Vest



Model 454
Clerical Frock
Note: Give size of linen collar when ordering Clerical garment. Extra Charge \$7.50



Model V-3
Dress Vest
Made of Black Grosgrain or White Pique
\$9.00 Charge Covers Cloth and Tailoring
No Back



Model V-8
Clerical Vest
If Wanted with Points at Bottom Specify Model V-9



Model 466
Double-Breasted Shawl Collar Tuxedo
Piped Pockets Satin Facing



Model 453
Full Dress for Formal Evening Wear
Peaked Lapels Silk Grosgrain Facing



Model 458
Single-Breasted Peak Lapel Tuxedo
Piped Pockets Silk Grosgrain Facing



Model 459
Morning Coat



Model 456
Double-Breasted Tuxedo
Piped Pockets Silk Grosgrain Facing

SEE PRICE LIST FOR EXTRA CHARGE ON THESE MODELS.



W-73
The RANCHER

THREE-BUTTON SINGLE-BREASTED STRAIGHT FRONT

Blunt Corners • Welt Breast Pocket
Lower Swinging Bellow Patch Pockets with Pointed Flaps To Button
Edges, Single Stitch $\frac{1}{4}$ Inch.
Extra Charge \$3.00

W-76
The FORT WORTHER

TWO-BUTTON SINGLE-BREASTED JACKET

Blunt Corners • Double Piped Breast Pocket
Lower Swinging Bellow Patch Pockets with Pointed Flaps
Plain Edge
Extra Charge \$3.00

ALL WESTERN MODELS MADE WITH PLAIN BACK COAT B-1 AND PLAIN TROUSERS UNLESS OTHERWISE SPECIFIED



Model V-4
Six-button
long pointed vest



Model V-14
Six-button Vest
five buttons to button
This Style also Used for TATTERSAL Vests



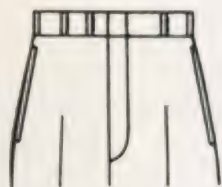
Model V-15
Double-breasted Vest
No Collar
Extra Charge \$.75



Model V-81
TATTERSAL VEST
Six-button Vest
five buttons to button
Available with Metallic Crest or Pearl Buttons
Extra Charge \$1.50



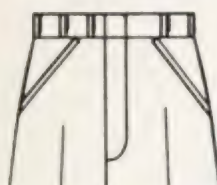
Model V-12
Five-button vest
with collar
Extra Charge \$1.50



Side Pockets



1/4 Top Pocket

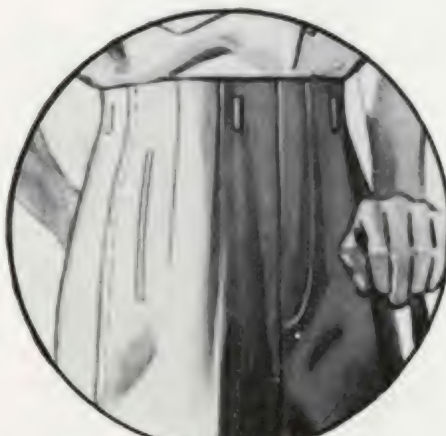


1/4 Top Pocket



Top Pocket

TOP POCKETS
NOT MADE WITH PLEATED PANTS



Model 84
Forward Set Pockets
Double Pleats Turned Out
Hand Stitched Side Seams \$3.00 extra—
not supplied unless specified on order.



Model 85
BERMUDA WALKIE SHORTS



HARMONY BELT
Order a Harmony Belt to match each pair of trousers you select. For that authentic "Custom-Tailored" look try a Harmony Belt. Extra Charge \$3.00

ALL TROUSERS MADE WITH NEW HOOK FLEX FASTENER UNLESS OTHERWISE ORDERED



Model 59
Drop belt loops



Model 55
Regular trousers



Model 57
Double Pleats
Turn Out



Model 78
Drop belt loops
Double Pleats
Turn Out



Model 82
Continuous Waistband
Drop Belt Loops
No Waistband Stitching
Two Pleats Each Side Turn Out



Frontier
Extra Charge for
Reinforced Seat
and Knee, \$3.00



Model 74
Frontier Style Pants
Square Cut Top
Pockets to Button
Narrow Knee and Bottom



Back for both models

Model L-1159
SPORTY FOUR-BUTTON SINGLE-BREASTED
NOVELTY COLLAR MODEL

Lower Flap Pockets • Turn Back Cuff

Skirt—**L-26** Four gore

Model L-1158
SNAPPY ONE-BUTTON SINGLE-BREASTED
PEAK LAPEL MODEL

Turn Back Cuff • Lower Welt Pockets

Skirt: **L-10** Four gore with center slit

All skirts pictured are available with any jacket model.



Back for both models

Model L-1163
NEW TWO-BUTTON SINGLE-BREASTED
SEMI-PEAK LAPEL MODEL
Lower Piped Pockets
Skirt-**L-26** Four gore

Model L-1141
NEW TWO-BUTTON NOTCH LAPEL MODEL
Lower Piped Pockets • Turn Back Cuff
Skirt-**L-30** Eight gore

All skirts pictured are available with any jacket model.



Model L-1142
SMART THREE-BUTTON NOTCH LAPEL MODEL
Lower Flap Pockets • Turn Back Cuff
Skirt—**L-26** Four gore



Model L-1150
STUNNING NEW FOUR-BUTTON MODEL
New Style Lapel • Turn Back Cuff • Lower Flap Pockets
Skirt: **L-16** Regular six gore



Back for both models

All skirts pictured are available with any jacket model.



Model L-1171

POPULAR FIVE-BUTTON MODEL

Semi-Peak Lapels • Novelty Flap Pockets • Turn Back Cuff
Skirt-L-11 Four gore with center inverted pleat



Model L-1170

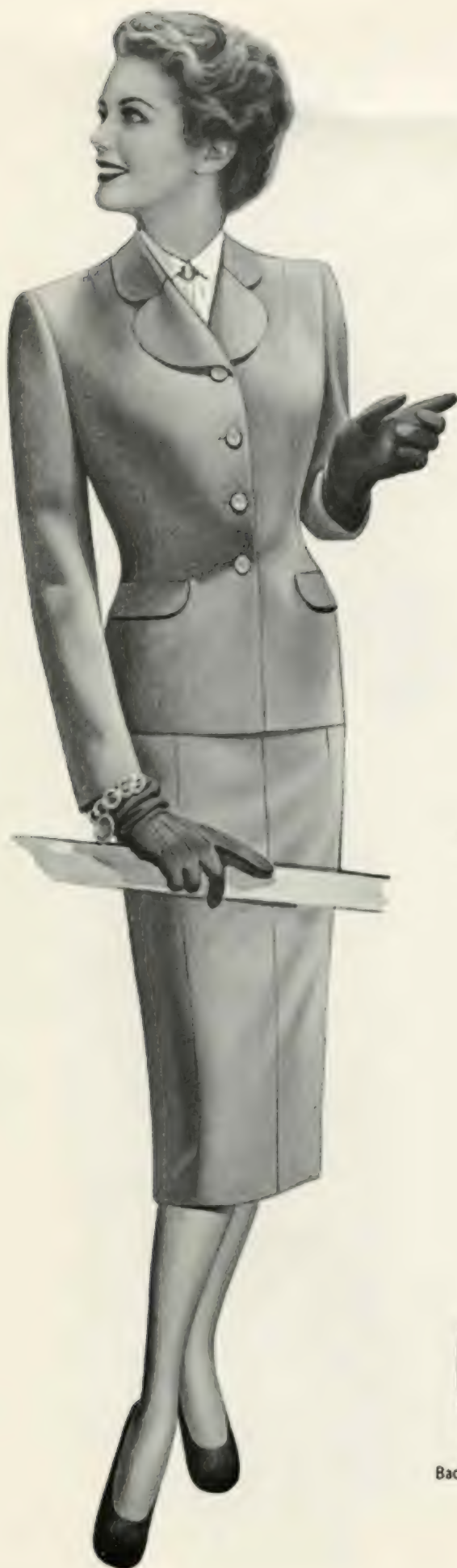
SMART TWO-BUTTON PEAK LAPEL MODEL

Lower Piped Pockets
Skirt-L-26 Four gore



Back for both models

All skirts pictured are available with any jacket model.

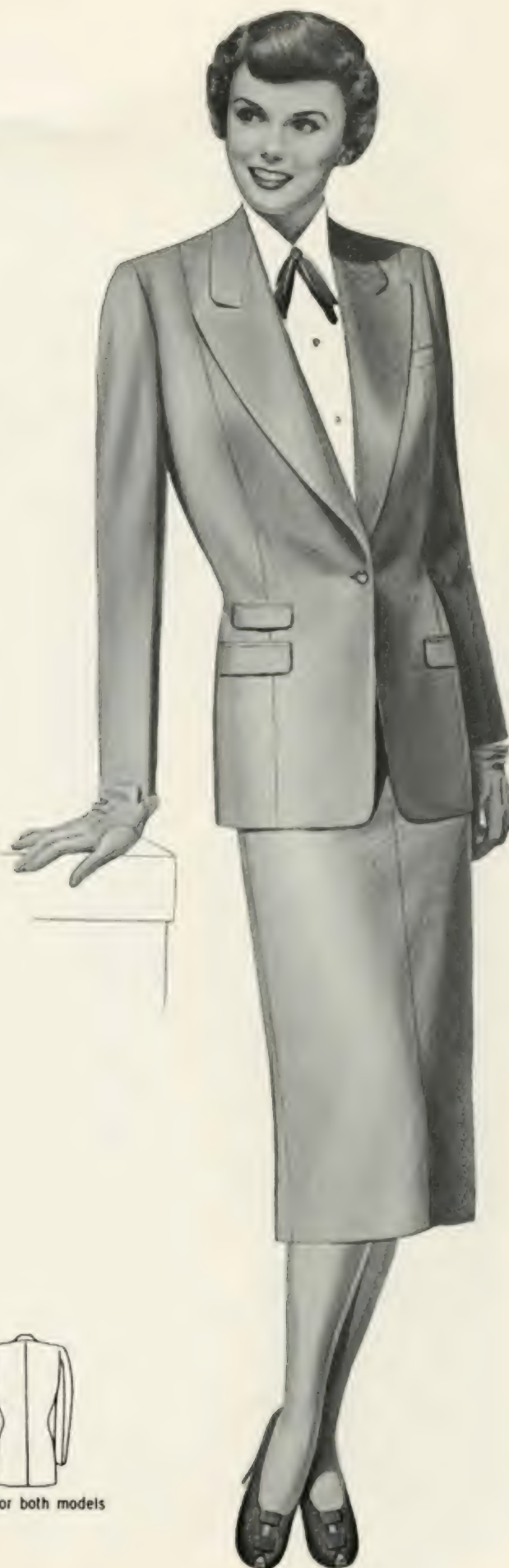


Model L-2009

LATEST FOUR-BUTTON NOVELTY COLLAR STYLE

Lower Flap Pockets

Skirt-**L-30** Eight gore



Model L-2010

ONE-BUTTON PEAK LAPEL MODEL

Lower Flap and Imitation Cash Flap Pockets

Skirt-**L-26** Four gore



Back for both models

All skirts pictured are available with any jacket model.



Model L-73

Smart New Slacks
Double Pleats Turned Out
1½" Waistband, Two Side Buttons
Plain Bottoms

Model L-75

Smart New Slacks
Double Pleats Turned Out
Wide Waistband, Two Side Buttons
Plain Bottoms

Model L-1030

Smart Panel Skirt
Medium Sweep
6 Gore

CLOTH COVERED OR BONE BUTTONS ARE AVAILABLE ON ALL TOPCOATS



Model L-1169
POPULAR THREE-BUTTON
SINGLE-BREADED FLARE COAT
Broad Pointed Collar • Vertical Piped Pockets
Split Sleeve with Roll Cuff



Model L-1156
SMART SIX-BUTTON
SINGLE-BREADED SHORTIE
Patch Pockets with Flaps
Peter Pan Collar • Box Back
Sleeve with Cuff



Model L-1152

THREE-BUTTON PEAK LAPEL BOX TOPCOAT

- Split Sleeve
- Slash Pockets



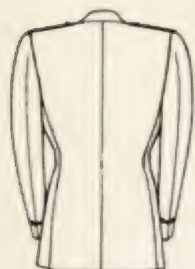
Model L-2011

SMART THREE-BUTTON NOTCH LAPEL BOX TOPCOAT

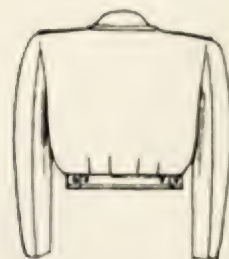
- Split Sleeve with Cuff
- Patch Pockets with Flaps

ARMY

UNIFORMS



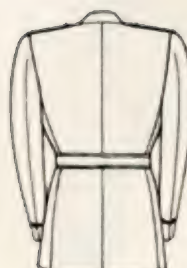
No. U-91
NEW ARMY
DRESS BLUE UNIFORM



No. U-126
ARMY OFFICER'S
BATTLE JACKET



No. U-96
ARMY OFFICER'S
SUMMERTIME UNIFORM



No. U-90
ARMY OFFICER'S
UNIFORM

NAVY UNIFORMS

39 1/2
8
31 1/2

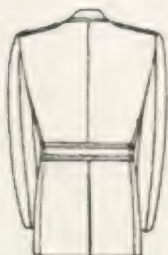
41
9
32



No. U-93
NAVY OFFICER'S
UNIFORM



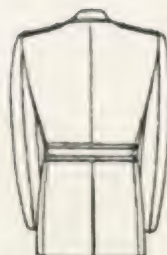
No. U-92
NAVAL AVIATION OFFICER'S
WINTER UNIFORM



Made with Bi-Swing Back
unless otherwise specified
Extra Charge \$3.00



No. U-99
NAVY OFFICER'S
SUMMERTIME UNIFORM

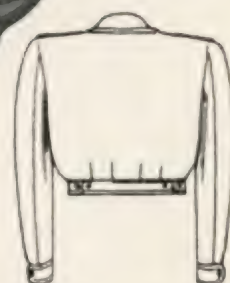


AIR FORCE

UNIFORMS



No. U-94
AIR FORCE OFFICER'S
UNIFORM



No. U-97
AIR FORCE OFFICER'S
BATTLE JACKET



No. U-95
AIR FORCE OFFICER'S
OVERCOAT



No. U-98
AIR FORCE OFFICER'S
TRENCH COAT



UNIFORMS

No. U-70
BATTLE JACKET
UNIFORM



No. U-89
LEGION UNIFORM



No. U-100
RAILROAD UNIFORM



No. U-64
RAILROAD UNIFORM

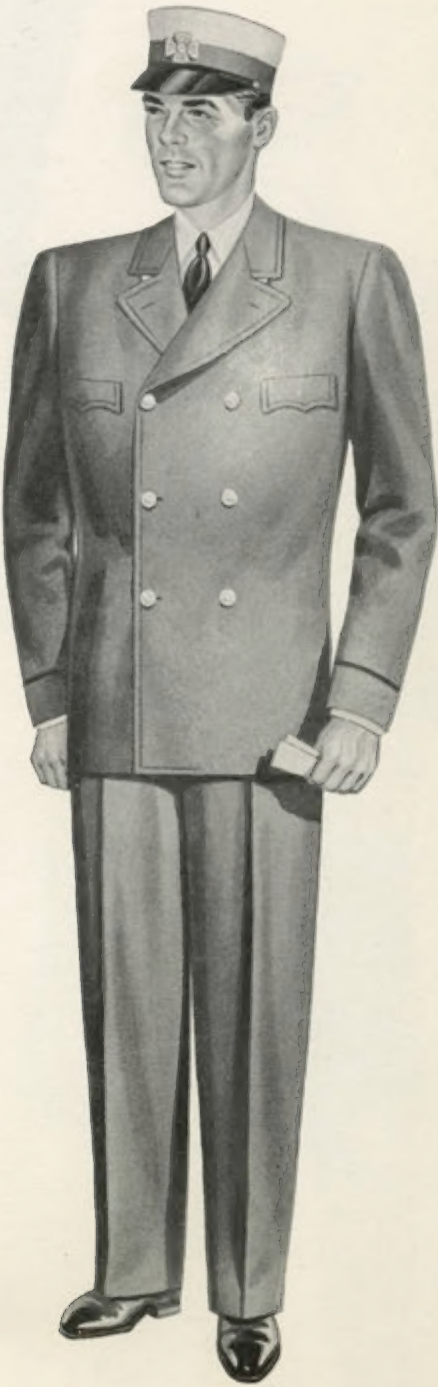
UNIFORMS



No. U-58
CHAUFFEUR'S OR
BUS DRIVER'S UNIFORM

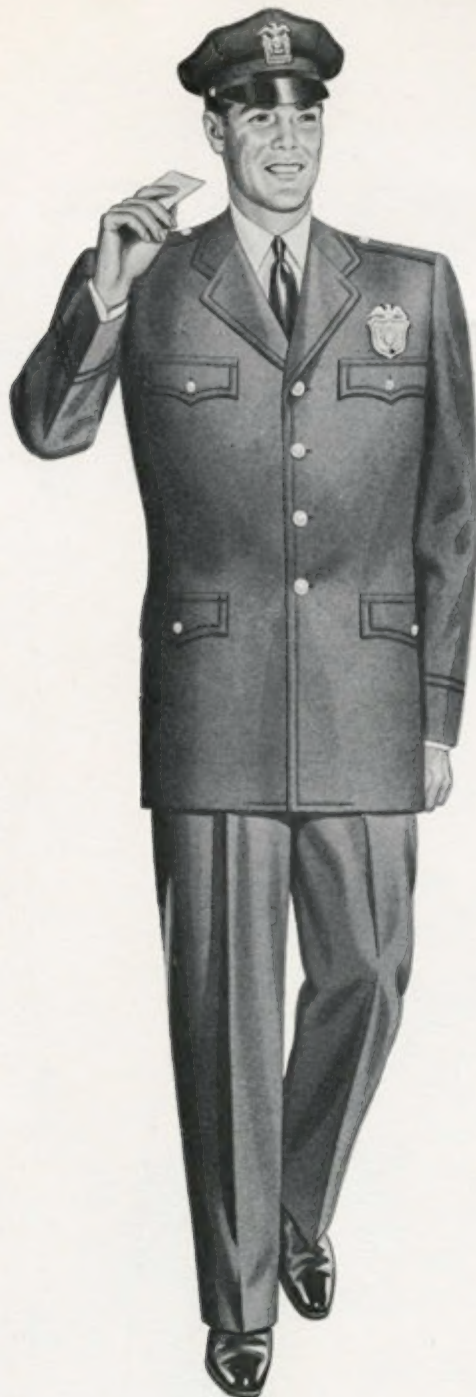


No. U-26
SINGLE-BREASTED STRAIGHT FRONT
UNIFORM

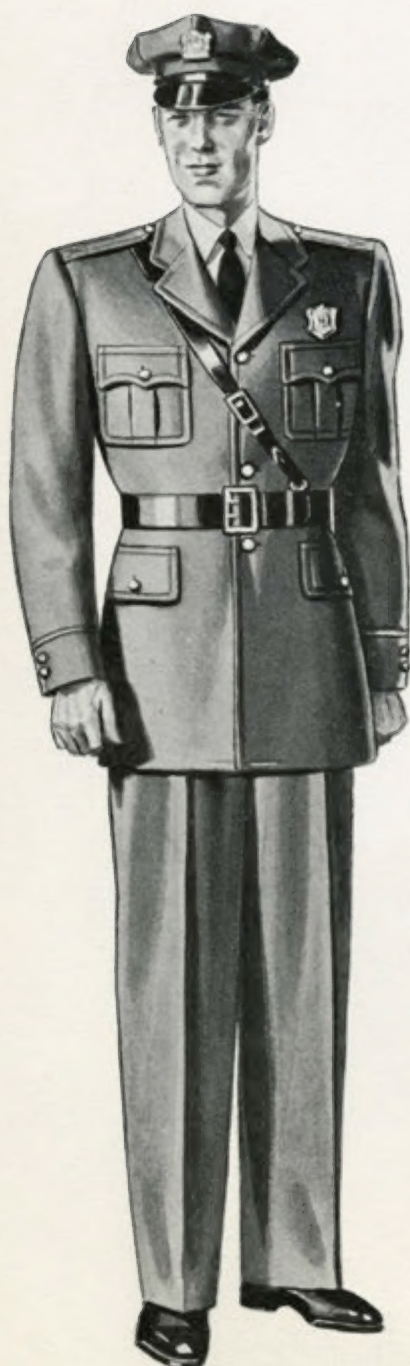


No. U-52
FIREMEN'S UNIFORM
2 Upper Flaps No Pockets

UNIFORMS



No. U-17
POLICE OR GUARD UNIFORM
4 Flaps No Pockets

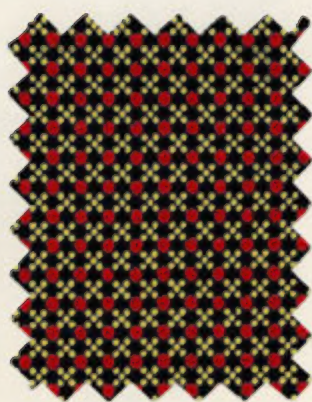


Model No. 6082
METROPOLITAN POLICE UNIFORM



Model No. 6001
METROPOLITAN POLICE UNIFORM

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it
handsome
inside
as
out!



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